

# Workshop #5: Preferred Land Use Alternative & Policy Preview



*September 21, 2024*



# Agenda

<b>10:00am-10:15am</b>	Doors Open
<b>10:15am-10:35am</b>	Introduction and Welcome
<b>10:35am-11:45am</b>	Open House (stations)
<b>11:45am-12:00pm</b>	Questions, Closing, and Next Steps

# Meeting Objectives

Confirm the Draft Preferred General Plan Land Use Map

Solicit community feedback on potential General Plan goals and policies



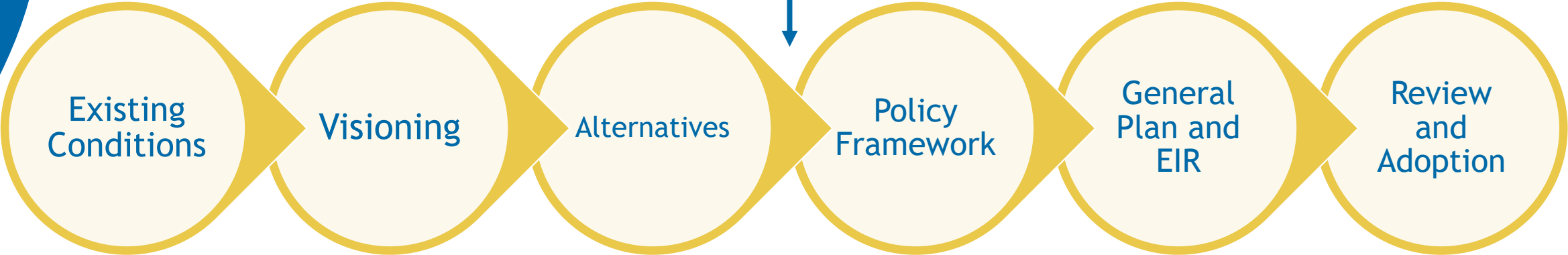
# Project Update

General Plan 2045



# General Plan Update Process

WE ARE  
HERE



Spring 2023



Fall 2025

# Recent Community Engagement

- February 21, 2024: **Update to City Council**
- **Stakeholder Focus Groups:**
  - March 11, 2024 – CSUMB Latino Group “El Centro”
  - February 22, 2024 - Veteran’s Organizations
- March 14, 2024: **Environmental Impact Report (EIR) Scoping Meeting**
- **General Plan Advisory Meetings:**
  - April 4, 2024
  - June 20, 2024
  - *Upcoming October 10, 2024*
- **Online Survey**
  - Open June 4 - July 26, 2024

# Preferred Land Use Alternative and Draft Land Use Map Background



# Alternatives Process

1. Identify areas of the city where no change is needed in allowed land use (per the General Plan)
2. Identify areas where there could be different land uses or intensities
3. For these areas of change, develop one or more concepts for what could occur in these areas
4. Compare the detailed land use “alternative” concepts
5. **Confirm the preferred land use concept and update the General Plan map**



# Development Constraints

## Key policy constraints:

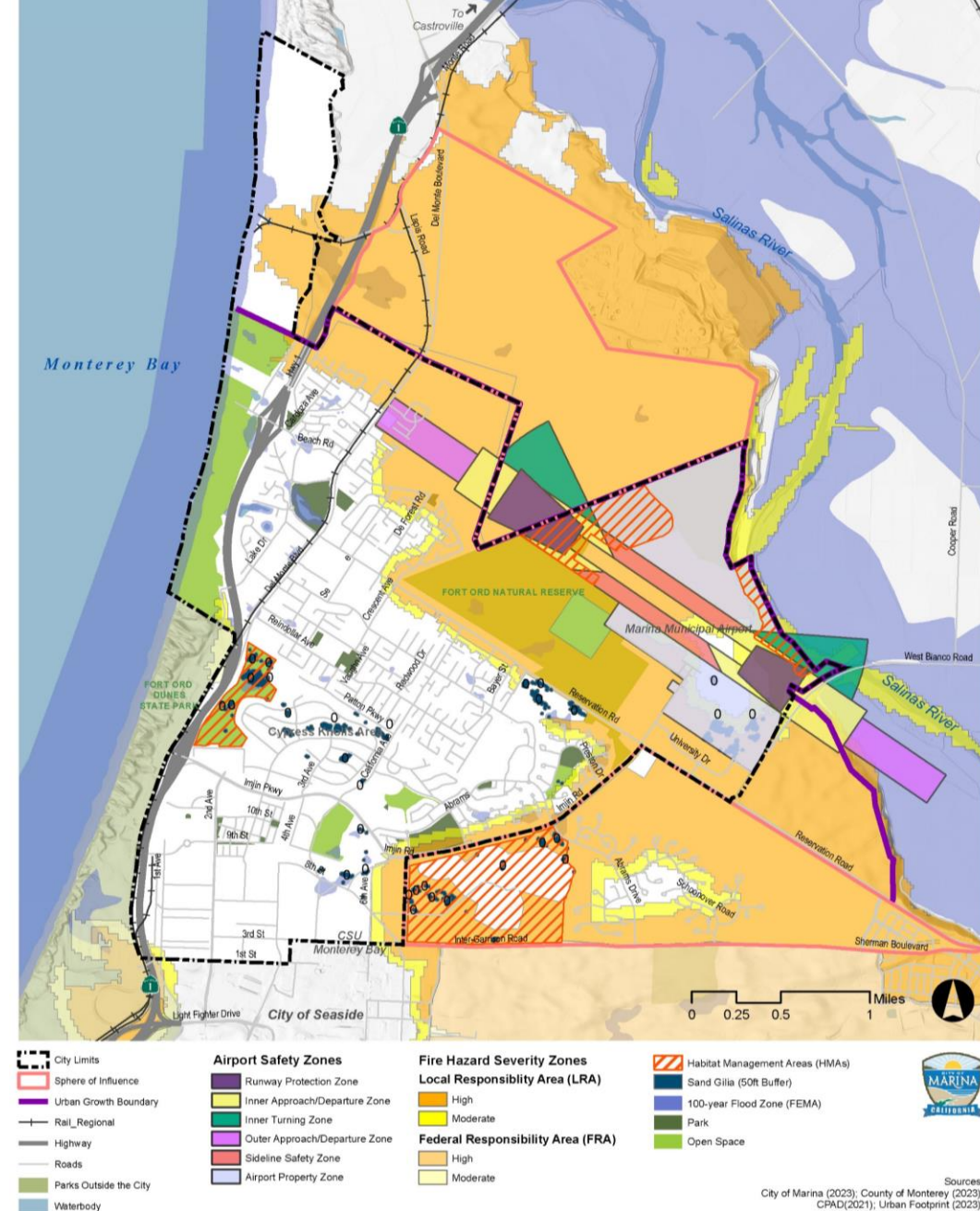
- Urban Growth Boundary
- Airport Safety Zones

## Key natural constraints:

- Habitat Management Areas (HMA) and protected open spaces
- Sand Gilia and other critical species

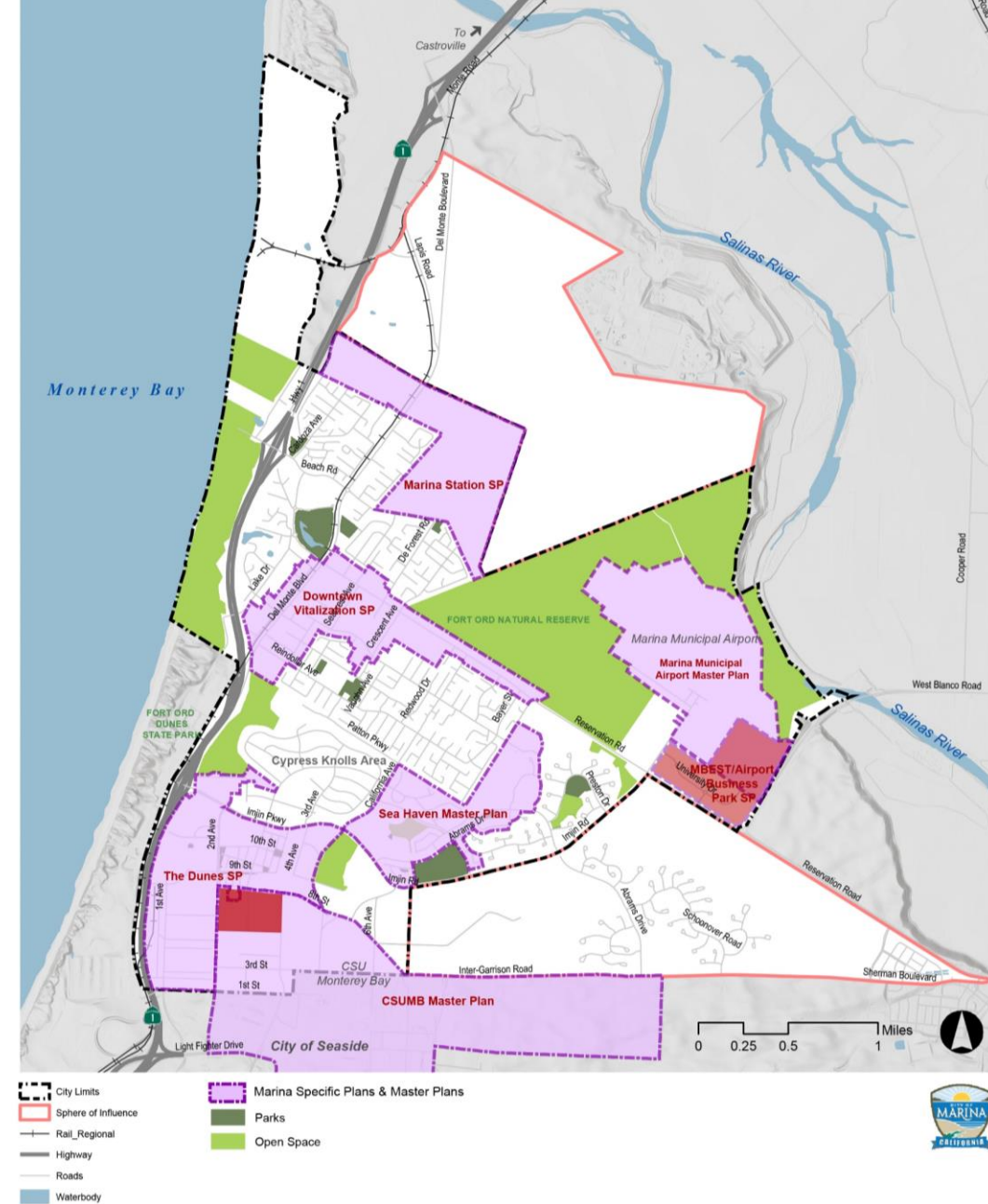
## Key natural hazards:

- Wildfires
- Coastal erosion/flooding



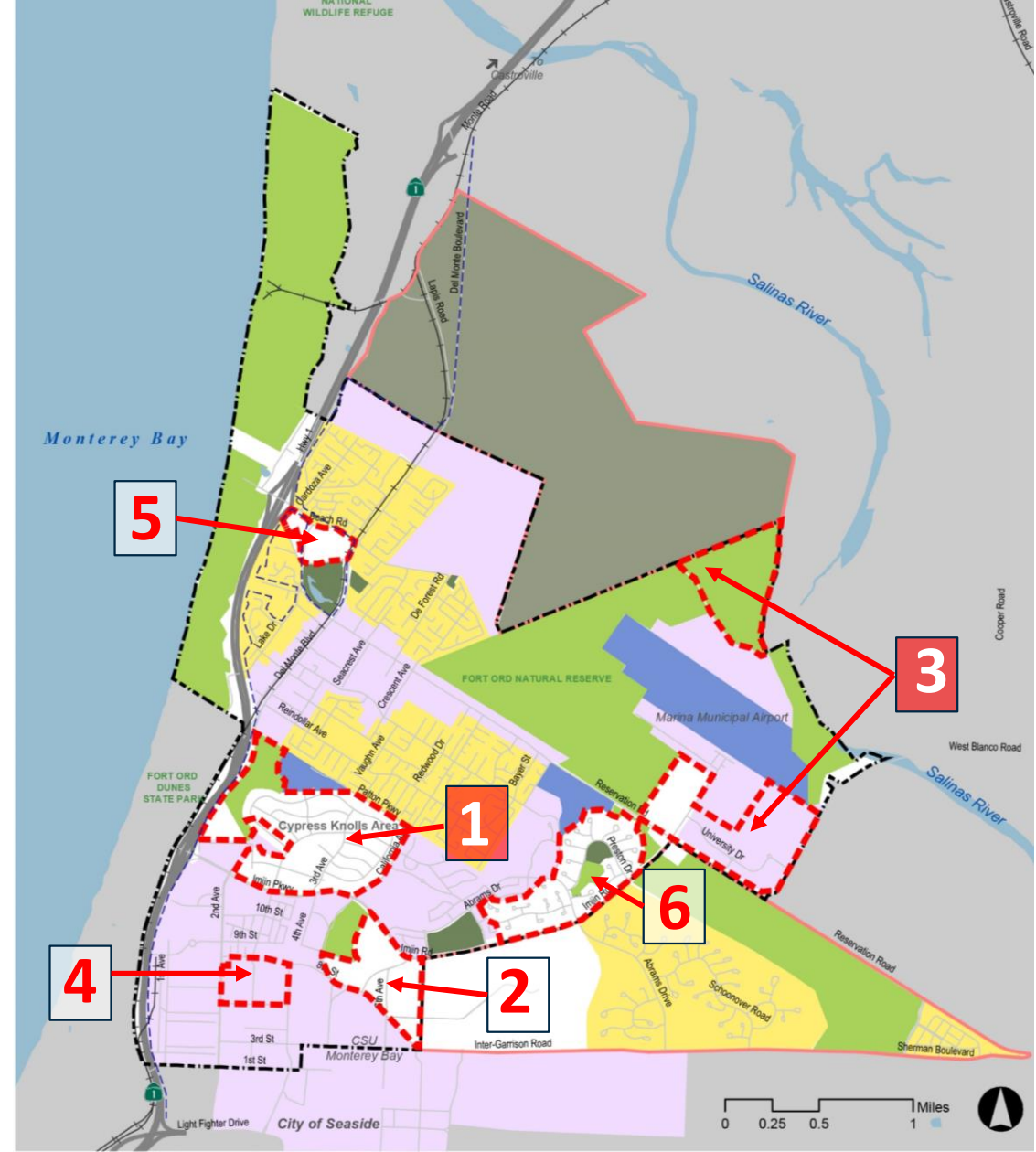
# Areas with Existing Plans

- Shown in pink, close to half of the City's 5,149 acres (45%) are covered by an adopted Specific or Master Plan, including most vacant land
- **Areas in red have opportunity for a new land use vision (despite falling within an adopted Plan)**



# Areas for Land Use Alternatives

1. Cypress Knolls and 3<sup>rd</sup> Avenue
2. 8<sup>th</sup> Street Area
3. UC MBEST Expanded
4. CSUMB Parking Lots
5. Beach Road Gateway
6. Preston/Abrams Park



*(Note: All areas are located within the current City limits.)*



# Land Use Alternatives Engagement

- Three land use alternatives for each of the 6 “Areas of Discussion”
- Community preferences provided direction for Preferred Land Use Alternative

## Area of Discussion: Cypress Knolls

Alternative #1: Mixed-Use Center & Medical



Alternative #2: Missing Middle Housing Mixed-Use Corridor



Alternative #3: Two Neighborhoods & Two Centers



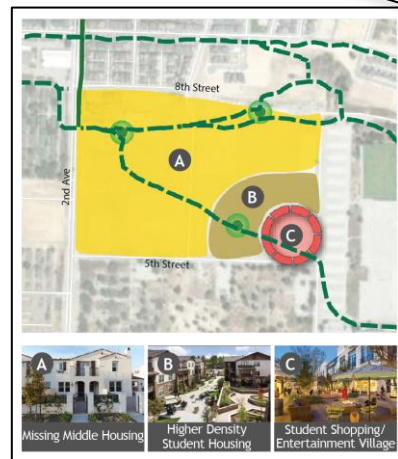
# Building the Preferred Alternative Map



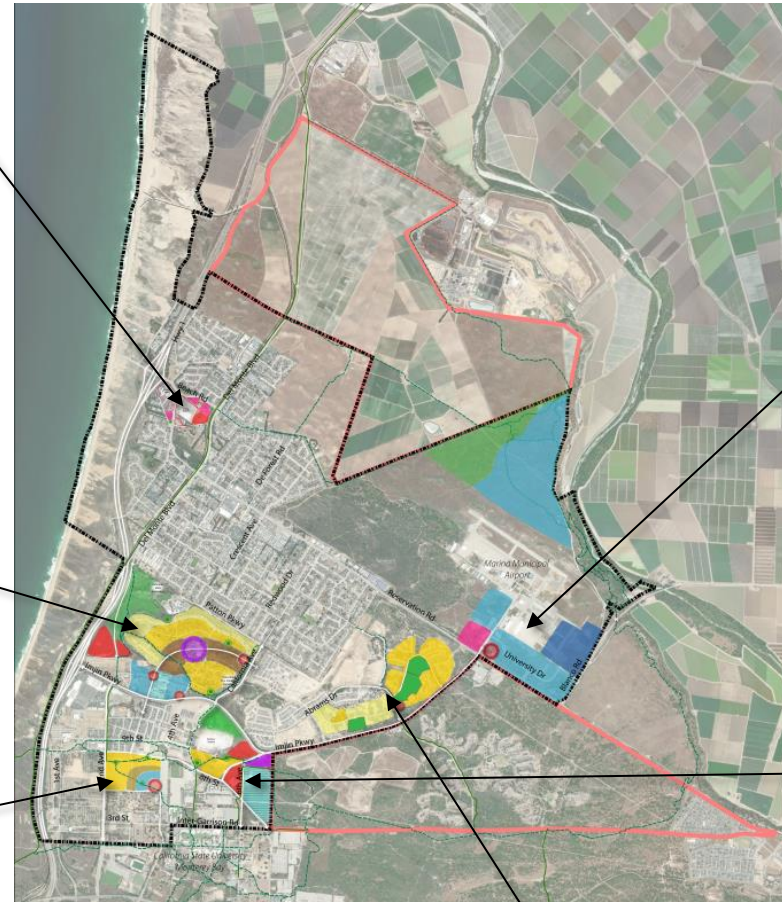
#1 Mixed-Use Center & Medical



#2 Visitor-Serving Gateway



#2 Student Village



Policy Option #4: New townhouses alongside/amongst a new athletic and sports field complex



#1 Aviation Support



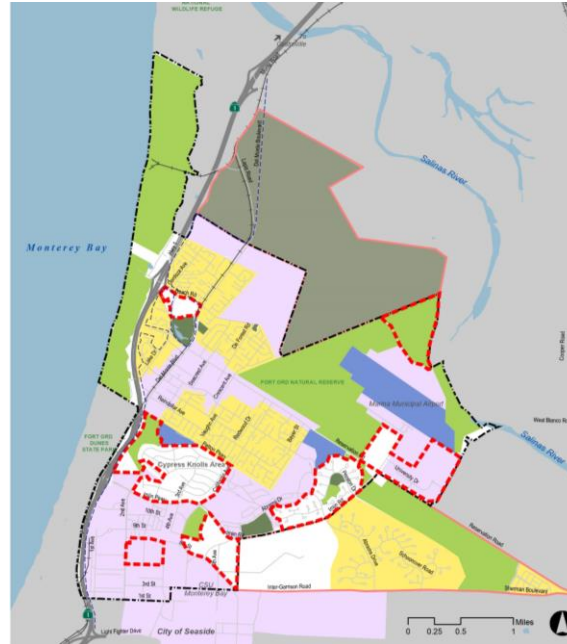
#2 Campus Extension



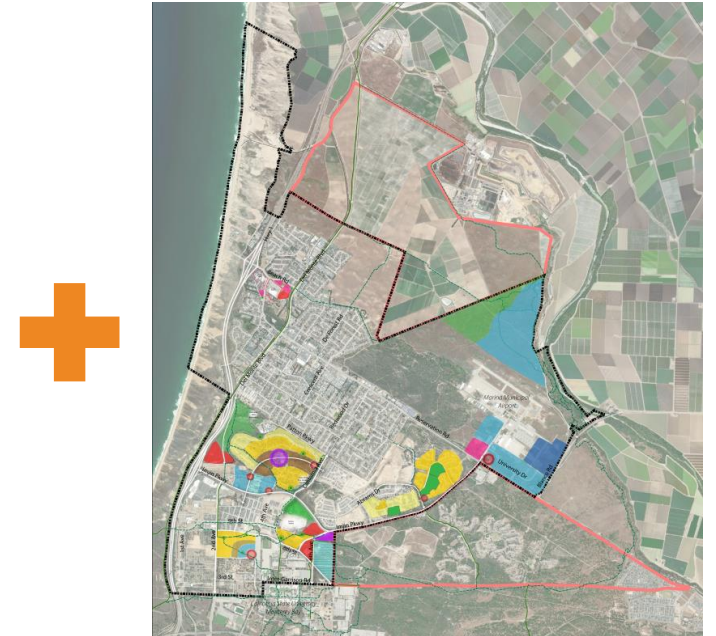
# Building the Preferred Alternative Map Cont.

- Consolidate community feedback and preferences across multiple engagement events
- Add land uses for areas not expected to change significantly (areas of stability), such as established neighborhoods, Specific Plan and Master Plan areas, parks and open space, and public facilities

Areas of Stability











Areas of Discussion (or change)



# What are “Land Use Designations?”

- Establishes what is allowed on each property through a specific designation
- Sets maximum residential density (Dwelling Units Per Acre) and/or commercial intensity (Floor Area Ratio)
  - *In some cases, sets minimum densities*
- Describes the general character envisioned
- Shown in the General Plan Land Use Map

Map Color	Designation	Types of Uses	Supporting Visual	Density/Intensity
	<b>Low Density Residential</b>	Single family homes and accessory dwelling units (ADU)		Up to 7.5 du/ac
	<b>Medium Density Residential</b>	Duplexes, multiplexes, and townhomes		7.6 - 15 du/ac
	<b>High Density Residential</b>	Multi-family apartments		15.1 - 35 du/ac
	<b>Very High Density Residential</b>	Dense multi-family apartments (no parcels currently designated)		35.1-50 du/ac

# Marina Land Use Designations

Map Color	Designation	Types of Uses
	<b>Low Density Residential</b>	Single family homes and accessory dwelling units (ADU)
	<b>Medium Density Residential</b>	Duplexes, multiplexes, and townhomes
	<b>High Density Residential</b>	Multi-family apartments
	<b>Mixed Use</b>	Vertical or horizontal mixed-use with residential and/or commercial (including retail, restaurants, services, office, hotels)
	<b>Neighborhood Commercial</b>	Retail, restaurants, entertainment, office, and other services
	<b>Visitor Serving Commercial</b>	Hotels, restaurants, retail, and other visitor-serving uses
	<b>Regional Retail</b>	Big-box retailers, restaurants, auto-sales, and related uses
	<b>Office/R&amp;D Low</b>	Offices, business parks, and research and development space
	<b>Office/R&amp;D High</b>	Higher intensity offices, business parks, and research and development, and service commercial
	<b>Light Industrial/Flex</b>	Maker space, warehousing, PDR, service commercial, medical, small laboratory space, and R&D



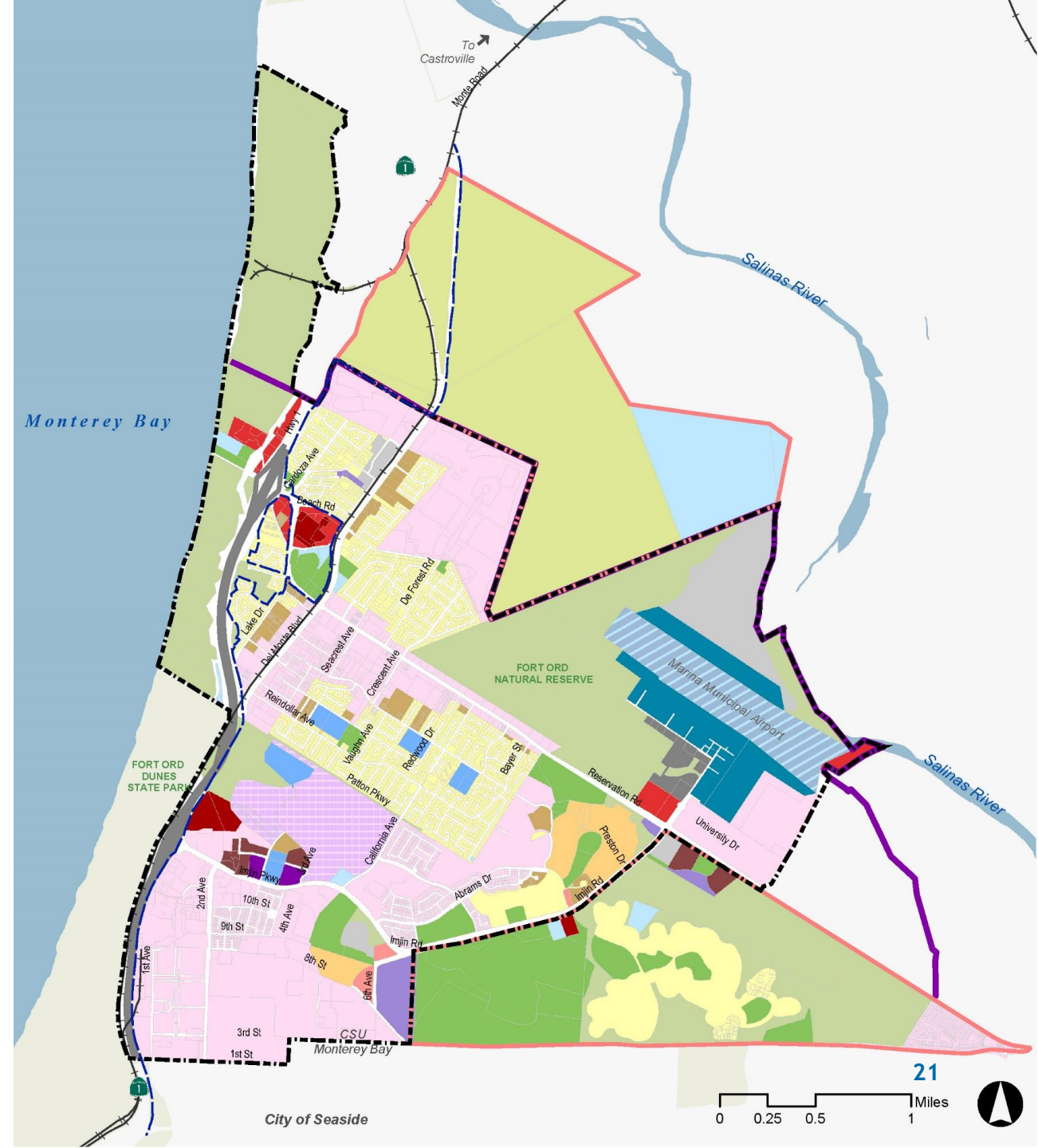
# Marina Land Use Designations Cont.

Map Color	Designation	Types of Uses
	<b>Aviation Support Low</b>	Aviation light industrial, warehouse, PDR, aviation office, and low intensity R&D
	<b>Aviation Support High</b>	Aviation, general industrial, PDR, high intensity high, airport-related uses
	<b>Future Specific/Master Plan Area</b>	Types of uses detailed in a Specific Plan or Master Plan
	<b>Specific/Master Plan Area</b>	Types of uses detailed in a Specific Plan or Master Plan
	<b>Public Facility - Airfield</b>	Marina Municipal airport runway
	<b>Public Facility - Education</b>	Public and private educational facilities
	<b>Public Facility - Civic</b>	Public facilities including civic center, library, police and fire stations, and post office
	<b>Parks &amp; Recreation</b>	Public parks and recreation facilities
	<b>Open Space</b>	Preserved open space or farm land
	<b>UGB Open Space</b>	Open space preserved north of the Urban Growth Boundary (UGB)

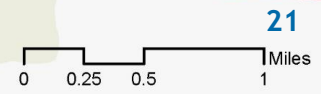
# Draft Land Use Map (Regulatory Map)

*Putting it all together*

- |   |                                  |   |                             |
|---|----------------------------------|---|-----------------------------|
|    | City Limits                      |    | Low Density Residential     |
|    | Sphere of Influence              |    | Medium Density Residential  |
|    | Urban Growth Boundary            |    | High Density Residential    |
|    | Local Coastal Zone               |    | Neighborhood Commercial     |
|    | Rail_Regional                    |    | Visitor Serving Commercial  |
|    | Parks Outside the City           |    | Regional Retail             |
|    | Waterbody                        |    | Office/R&D Low              |
|   | Office/R&D High                  |   | Public Facility - Airfield  |
|  | Mixed Use                        |  | Public Facility - Education |
|  | Future Specific/Master Plan Area |  | Public Facility - Civic     |
|  | Specific/Master Plan Area        |  | Parks & Recreation          |
|  | Light Industrial/Flex            |  | Open Space                  |
|  | Aviation Support Low             |  | UGB Open Space              |
|  | Aviation Support High            |   |                             |



City of Seaside



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# Draft General Plan Policies

# General Plan Topics

- Land Use and Complete Community
- Transportation
- Economic Development
- Parks, Open Space, Trails, and Public Facilities
- Environmental Justice
- Conservation and Habitats
- Safety and Hazards
- Public Utilities, Infrastructure, and Water

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*City of Marina*  
AT MONTEREY BAY

## GENERAL PLAN

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*Adopted October 31, 2000  
Updated with amendments through March 7, 2023*

# What is a Goal and a Policy?

- A Goal is ....
- A Policy is ....
  - Actions support and implement policies (will be developed for draft Plan)
- Where did this come from?
  - Based on discussions with community, initial engagement
  - Existing conditions analysis
  - Understanding of “key drivers” (trends driving changes in Marina)

# Land Use and Complete Community:

## *Goal and Policy Topics*

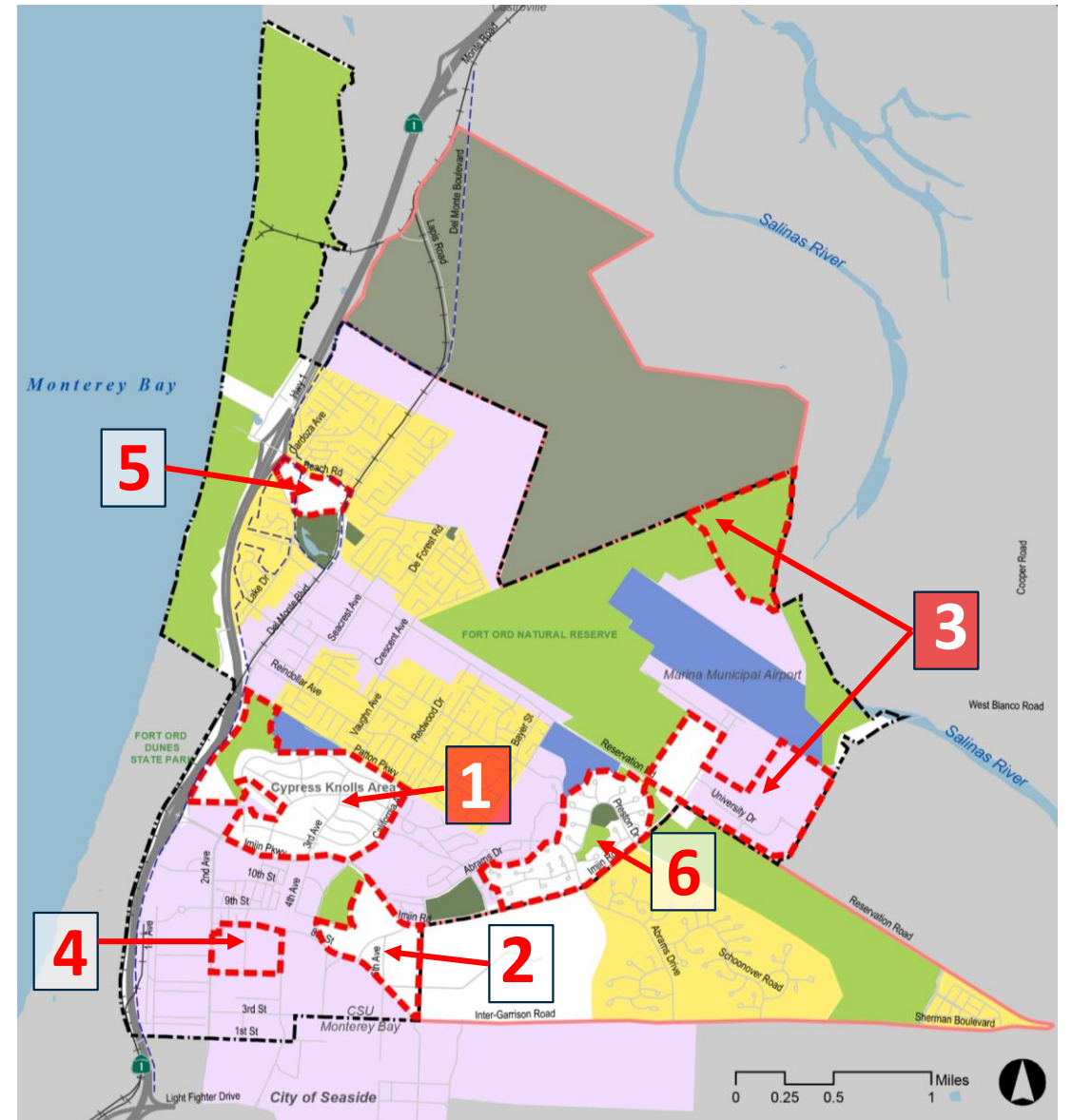
- Focused growth
- Community gathering places
- Affordable, high-quality housing
- Existing neighborhoods
- New neighborhoods
- Attractive public realm and gateway
- Key gateways
- Safe, Thriving, Walkable Downtown
- Sustainable and well-designed buildings





# Land Use Sub-Areas: *Goal and Policy Topics*

- Cypress Knolls + 3rd
- 8<sup>th</sup> Street
- Municipal Airport + UC MBEST
- CSUMB Lots
- Beach Road Gateway
- Preston / Abrams Park



# Parks, Recreation, Open Space, Trails, and Public Facilities

## *Goal and Policy Topics*

- Parks
- Open Space
- Trails
- Recreation
- Public Facilities





# Safety and Hazards

## *Goal and Policy Topics*

- Emergency Preparedness
- Public Safety
- Wildfire
- Coastal Erosion and Flooding
- Seismic Hazards
- Hazardous Materials

# Conservation

## *Goal and Policy Topics*

- Habitat and Species
- Groundwater
- Cultural and Tribal Resources
- Air Quality
- Scenic Resources

# Public Utilities, Infrastructure, & Water

## *Goal and Policy Topics*

- Water Supply
- Telecommunications
- Infrastructure Maintenance
- Waste and Recycling
- Electricity and Natural Gas
- Stormwater

# Transportation

## *Goal and Policy Topics*

- Future Mobility
- Transit and Multimodal Hubs
- Safety
- Roadway Connectivity
- Active Transportation

# Environmental Justice

## *Goal and Policy Topics*

- Physical Activity
- Civic Engagement and Partnerships
- Pollution Burden
- Land Use
- Healthy Food Access
- Safe and Sanitary Housing
- Economic Equity

# Climate Change

## *Goal and Policy Topics*

- Outreach and Education
- Conservation and Mitigation
- Community Resilience
- Public Facilities

**Time for the Open House!**

# Open House Stations

On your left:

Conservation	Parks, Recreation, and Open Space	Safety and Hazards	Economic Development
Transportation	Utilities and Water	Environmental Justice	Climate Change

On your right:

<u>Preferred Land Use Map</u>	Land Use Policy	#1 Cypress Knolls & 3 <sup>rd</sup> Ave	#2 8 <sup>th</sup> Street Area
#3 UC MBEST Expanded	#4 CSUMB Lots	#5 Beach Road Gateway	#6 Preston/ Abrams Park

# Keep in Mind as You Circulate

- For the citywide preferred alternative, does this overall distribution of future land uses make sense?
- For each of the land use subareas, do you agree with the envisioned mix of uses, intensities, and supporting policies?
- For each General Plan topic, did we hit the mark with the proposed policies? Did we miss a key strategy?

**Place a dot and write your comments on a sticky note!**

# Questions and Closing

# Upcoming Engagement

- **October 2024** – GPAC #8 on Policy Refinement
- **Winter 2024** – Workshop #6
- **Online Survey** on Policy
- **Pop-ups/tabling on Policy** – as events occur over (such as farmers' markets and cultural festivals)



# Thank you!



Kimley Horn | Rincon | EPS